

Exhibit 1

Contract Marketing Plan

The Vendor's public sector marketing team assigned to this Contract will market the Contract using the latest 'best practices' for contract marketing. As a part of this effort, and consistent with the intent of the parties under the Contract, Vendor will create an informational brochure targeting potential DIR Customers. The brochure will feature the many benefits of the Contract, as well as providing detailed instructions on 'how to' purchase using the Contract.

This collateral will become a primary marketing vehicle and shall be widely distributed by Vendor including; field sales team Customer visits, tradeshow, and tabletop events and will be made available to Customers for download and distribute on from the DIR Contract website. In addition, Vendor will feature essential information about DIR and its role and the use of the Contract within the HP Solutions Magazine and the HP Catalog State and Local Government version.

HP anticipates utilizing electronic distribution to provide DIR Customers with information on Vendor promotions available through the Contract. The frequency of distribution may fluctuate with seasonality, but should average at least one (1) contact per month.

In printed publications, Vendor may evaluate the potential of purchasing advertising space to broadcast information about the DIR Contract to a wider audience. At present, Vendor is looking at advertising within the Texas Technology magazine.

In the arena of person-to-person marketing, throughout the term of the Contract, the Vendor's account team will continue to work with the Texas Vendor partner team to maximize our ability to most effectively meet the DIR Customers' needs. This will include working directly with our authorized Order Fulfillers and resellers. The Vendor account team will also be available to actively participate in tabletop events throughout the State of Texas. Each account manager will work with their direct Customer base to determine the appropriate level of participation.

Internally, the Vendor has developed informational emails to orient the affected sales force for the State of Texas public sector groups to insure that there is awareness within the Vendor's sales departments of the DIR Contract and its availability and use as a selling vehicle. This email may be followed up by either conference calls or Internet training as might be needed.

In accordance with Contract Appendix A, Section 6.E, Vendor will maintain an internet website for DIR Customers at www.hp.com/buy/stateoftexas